

ORDER



Orders
Order / Rev: 706616
Alt Order #: 06278681
Product Desc: OBAMA FOR AMERICA
Estimate: 1536
Flight Dates: 09/11/12 - 09/17/12
Original Date / Rev: 08/15/12 / 08/29/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama/D/President
Demographic: A35+
Product Codes: PL-Presidential,Political,PL-Federal
Priority: P-5
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/10/12	09/16/12	152	\$156,350.00	\$132,897.50
09/17/12	09/23/12	25	\$36,700.00	\$31,195.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	177	\$193,050.00	\$164,092.50	0.00
Totals	177	\$193,050.00	\$164,092.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WKYC	32%	\$193,050.00
Market	100%	\$603,281.25

Competitive Share

	Share	Total
CABLE	0%	\$0.00
WBNX	0%	\$0.00
WEWS	21%	\$126,689.06
WJW	30%	\$180,984.38
WOIO	15%	\$90,492.19
WUAB	2%	\$12,065.62

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/12/12	09/14/12	Days of Our Lives	CM	1p-2p	--WTF--	:30	4	\$375.00	P-5	0.00	NM	4	\$1,500.00
				Days of Our Lives											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$375.00		0.00			
E 2	WKYC	09/12/12	09/14/12	M-F 11a-1230p	CM	11a-1230p	--WTF--	:30	4	\$150.00	P-5	0.00	NM	4	\$600.00
				11a-1230p											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$150.00		0.00			
E 3	WKYC	09/12/12	09/14/12	Tonight Show	CM	1135p-1237a	--WTF--	:30	4	\$800.00	P-5	0.00	NM	4	\$3,200.00
				Tonight Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4				\$800.00		0.00			

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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 4	WKYC	09/12/12	09/14/12	M-F 10-11a M-F 10-11a	CM	10a-11a	--WTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					4	\$200.00		0.00			
E 5	WKYC	09/12/12	09/14/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	--WTF--	:30	4	\$375.00	P-5	0.00	NM	4	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					4	\$375.00		0.00			
E 6	WKYC	09/12/12	09/14/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					4	\$200.00		0.00			
E 7	WKYC	09/12/12	09/14/12	Last Call Last Call w/Carson Daly	CM	135a-205a	--WTF--	:30	4	\$200.00	P-5	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					4	\$200.00		0.00			
E 8	WKYC	09/12/12	09/14/12	M-F 2-3p Rachel Ray	CM	2-3p	--WTF--	:30	4	\$300.00	P-5	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					4	\$300.00		0.00			
E 9	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	6	\$350.00	P-5	0.00	NM	6	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$350.00		0.00			
E 10	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	6	\$450.00	P-5	0.00	NM	6	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$450.00		0.00			
E 11	WKYC	09/12/12	09/14/12	M-F 430a-5a 430a News	CM	430a-5a	--WTF--	:30	4	\$100.00	P-5	0.00	NM	4	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					4	\$100.00		0.00			
E 12	WKYC	09/12/12	09/14/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	--WTF--	:30	8	\$350.00	P-5	0.00	NM	8	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					8	\$350.00		0.00			
E 13	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	5	\$700.00	P-5	0.00	NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					5	\$700.00		0.00			
E 14	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$1,800.00	P-5	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$1,800.00		0.00			
E 15	WKYC	09/12/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	8	\$800.00	P-5	0.00	NM	8	\$6,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					8	\$800.00		0.00			
E 16	WKYC	09/12/12	09/14/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	--WTF--	:30	6	\$2,800.00	P-5	0.00	NM	6	\$16,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$2,800.00		0.00			
E 17	WKYC	09/12/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	6	\$1,800.00	P-5	0.00	NM	6	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$1,800.00		0.00			
E 18	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	16	\$800.00	P-5	0.00	NM	16	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 18	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	16	\$800.00	P-5	0.00	NM	16	\$12,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		16			\$800.00			0.00			
E 19	WKYC	09/12/12	09/14/12	M-F 730-8p Entertainment Tonight	CM	730-8p	--WTF--	:30	4	\$1,200.00	P-5	0.00	NM	4	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		4			\$1,200.00			0.00			
E 20	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	8	\$400.00	P-5	0.00	NM	8	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--		8			\$400.00			0.00			
E 21	WKYC	09/12/12	09/15/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	--WTFs-	:30	7	\$1,800.00	P-5	0.00	NM	7	\$12,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTFs-		7			\$1,800.00			0.00			
E 22	WKYC	09/14/12	09/14/12	Fri Prime C Fri Prime C	CM	10-11p	----F--	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1			\$3,000.00			0.00			
E 23	WKYC	09/14/12	09/14/12	Fri Prime B Fri Prime B	CM	9-10p	----F--	:30	1	\$3,000.00	P-5	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--		1			\$3,000.00			0.00			
E 24	WKYC	09/17/12	09/17/12	Mon Prime Other Monday Prime Other	CM	Various (8:00 PM-10:00 PM)	M-----	:30	1	\$10,000.00	P-5	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/17/12	09/23/12	M-----		1			\$10,000.00			0.00			
E 25	WKYC	09/15/12	09/16/12	EN (Sa-Su) Early News (Sa-Su)	CM	6P-7P Sa/Su (6:00 PM-6:30 PM)	-----SS	:30	2	\$1,800.00	P-5	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----SS		2			\$1,800.00			0.00			
E 26	WKYC	09/15/12	09/15/12	Sat 1030a-11a Sat 1030-11a	CM	Sat 1030-11a	-----S-	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1			\$250.00			0.00			
E 27	WKYC	09/15/12	09/15/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1			\$500.00			0.00			
E 28	WKYC	09/15/12	09/15/12	Sat 7-8p Sat 7-8p	CM	7-8p	-----S-	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1			\$500.00			0.00			
E 29	WKYC	09/15/12	09/15/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		2			\$800.00			0.00			
E 30	WKYC	09/15/12	09/15/12	Sat 9-1030a Channel 3 News 9am Sat	CM	9a-1030a	-----S-	:30	3	\$800.00	P-5	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		3			\$800.00			0.00			
E 31	WKYC	09/15/12	09/15/12	Sat Prime B Sat Prime B	CM	9-10p (9:00 PM-10:00 PM)	-----S-	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-		1			\$1,200.00			0.00			
E 32	WKYC	09/16/12	09/16/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			

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E 32	WKYC	09/16/12	09/16/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$3,500.00		0.00			
E 33	WKYC	09/16/12	09/16/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$1,800.00	P-5	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$1,800.00		0.00			
E 34	WKYC	09/16/12	09/16/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$400.00		0.00			
E 35	WKYC	09/16/12	09/16/12	5A-530A Hometime	CM	5a-530a	-----S	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$250.00		0.00			
E 36	WKYC	09/16/12	09/16/12	530A-6A America's Black Forum	CM	530a-6a	-----S	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$250.00		0.00			
E 37	WKYC	09/16/12	09/16/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$2,000.00		0.00			
E 38	WKYC	09/16/12	09/16/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game (7:00 PM-8:00 PM)	-----S	:30	1	\$2,000.00	P-5	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		1				\$2,000.00		0.00			
E 39	WKYC	09/16/12	09/16/12	NFL Regular Season Football NFL Football	CM	NFL Football (8:00 PM-11:00 PM)	-----S	:30	2	\$6,500.00	P-5	0.00	NM	2	\$13,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		2				\$6,500.00		0.00			
E 40	WKYC	09/16/12	09/16/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	2	\$800.00	P-5	0.00	NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		2				\$800.00		0.00			
E 41	WKYC	09/16/12	09/16/12	Sun 9-1030a Channel 3 News Sun 9a	CM	9a-1030a	-----S	:30	3	\$800.00	P-5	0.00	NM	3	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	-----S		3				\$800.00		0.00			
E 44	WKYC	09/12/12	09/12/12	Wed Prime A Wed Prime A	CM	8-9p (8:00 PM-9:00 PM)	--W----	:30	1	\$2,500.00	P-5	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----		1				\$2,500.00		0.00			
E 45	WKYC	09/12/12	09/12/12	Wed Prime C Wed Prime C	CM	10-11p	--W----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--W----		1				\$3,500.00		0.00			
E 46	WKYC	09/17/12	09/17/12	Days of Our Lives Days of Our Lives	CM	1p-2p	M-----	:30	1	\$500.00	P-5	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1				\$500.00		0.00			
E 47	WKYC	09/17/12	09/17/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$250.00	P-5	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	M-----		1				\$250.00		0.00			
E 48	WKYC	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 706616
 Alt Order #: 06278681
 Flight Dates: 09/11/12 - 09/17/12

Advertiser: Obama/D/President
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1536

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 48	WKYC	09/17/12	09/17/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$1,200.00	P-5	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$1,200.00		0.00				
E 49	WKYC	09/17/12	09/17/12	M-F 10-11a M-F 10-11a	CM	10a-11a	M-----	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$400.00		0.00				
E 50	WKYC	09/17/12	09/17/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$475.00	P-5	0.00	NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$475.00		0.00				
E 51	WKYC	09/17/12	09/17/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	M-----	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$400.00		0.00				
E 52	WKYC	09/17/12	09/17/12	Last Call Last Call w/Carson Daly	CM	135a-205a (1:35 AM-2:05 AM)	M-----	:30	1	\$300.00	P-5	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$300.00		0.00				
E 53	WKYC	09/17/12	09/17/12	M-F 2-3p Rachel Ray	CM	2-3p	M-----	:30	1	\$400.00	P-5	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$400.00		0.00				
E 54	WKYC	09/17/12	09/17/12	M-F 430a-5a 430a News	CM	430a-5a	M-----	:30	1	\$175.00	P-5	0.00	NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$175.00		0.00				
E 55	WKYC	09/17/12	09/17/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	M-----	:30	2	\$650.00	P-5	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			2		\$650.00		0.00				
E 56	WKYC	09/17/12	09/17/12	M-F 5-6p Dr. Phil	CM	5p-6p	M-----	:30	1	\$1,000.00	P-5	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$1,000.00		0.00				
E 57	WKYC	09/17/12	09/17/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$2,400.00		0.00				
E 58	WKYC	09/17/12	09/17/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	2	\$1,400.00	P-5	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			2		\$1,400.00		0.00				
E 59	WKYC	09/17/12	09/17/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	M-----	:30	1	\$3,500.00	P-5	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$3,500.00		0.00				
E 60	WKYC	09/17/12	09/17/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	M-----	:30	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			1		\$2,400.00		0.00				
E 61	WKYC	09/17/12	09/17/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	4	\$1,400.00	P-5	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	M-----			4		\$1,400.00		0.00				
E 62	WKYC	09/17/12	09/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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Advertiser: Obama/D/President
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WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 62	WKYC	09/17/12	09/17/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M- - - - -	:30	1	\$2,400.00	P-5	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		1			\$2,400.00		0.00				
E 63	WKYC	09/17/12	09/17/12	M-F 9-10a Today II Today Show II	CM	9a-10a (9:00 AM-10:00 AM)	M- - - - -	:30	2	\$600.00	P-5	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	M- - - - -		2			\$600.00		0.00				
N 64	WKYC	09/13/12	09/13/12	Thu Prime Other Thu Prime Other	CM	Various	- - - T - - -	:30	1	\$7,000.00	P-5	0.00	NM	1	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/10/12	09/16/12	- - - T - - -		1			\$7,000.00		0.00				
Totals													177	\$193,050.00	